

SNAP-Ed & Food Access Promotion in Washington

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DSHS



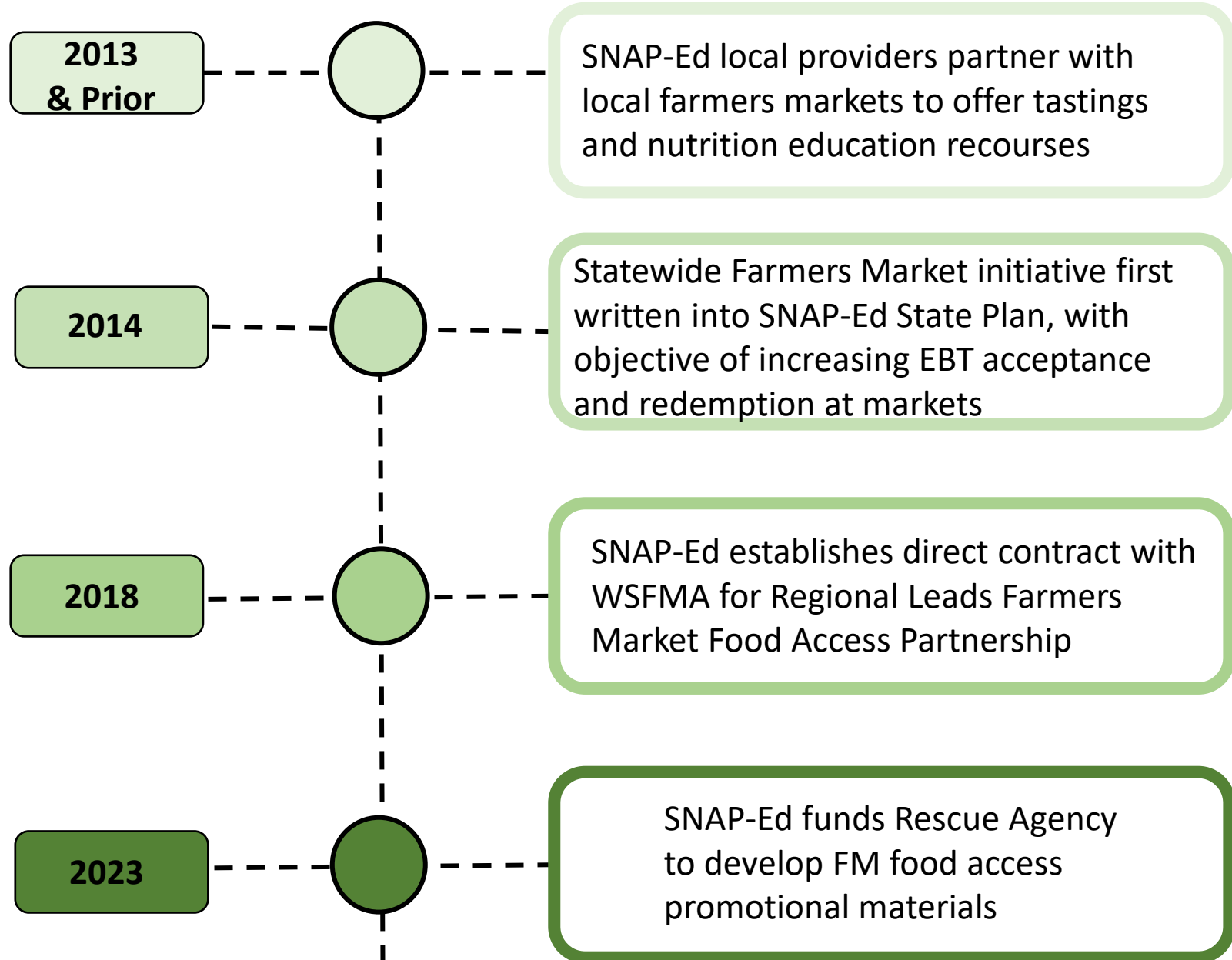
SNAP-Ed Mission

The goal of SNAP-Ed is to make it easier for people who are eligible for SNAP/Basic Food to eat healthy and be physically active.



SNAP-Ed supports this through direct education, indirect activities, and changes to policies, systems and environments.

SNAP-Ed & Washington Farmers Markets



Food Access Promotional Materials

Developed by Rescue Agency in collaboration with:

- SNAP-Ed
- WIC
- DSHS Aging and Long-Term Support Administration (Senior FMNP)
- Fruit and Vegetable Incentives Program (Market Match)
- Washington State Farmers Market Association



Food Access Promotional Materials

4 sets of promotional assets:

- WIC eFMNP
- Senior eFMNP
- Market Match
- eFMNP vendor training

Updates in progress!

- WIC FMNP materials to say **\$30** instead of \$28
- Adding SNAP-Ed funding and non-discrimination statements
- Available March 1





WA SNAP-Ed WIC eFMNP Assets

February 14, 2024



WIC ASSETS



YouTube



YouTube: Video (:30 Seconds)

WA-SNAP-WIC-01-1

TITLE: Buy Seasonal Produce With Your WIC Benefits | WIC FMNP

DESCRIPTION: If you're enrolled with WIC, you and your kids can each get an extra \$30 benefit through the WIC Farmers Market Nutrition Program (FMNP). Just use your WIC QR code at participating farmers



Play video [here](#)

YouTube: Video (:15 Seconds)

WA-SNAP-WIC-02-1

TITLE: Get Additional WIC Benefits for Fresh Fruits and Vegetables | WIC FMNP

DESCRIPTION: The WIC Farmers Market Nutrition Program gives you and your kids an extra \$30 per person (up to \$90 total) to spend at participating farmers markets and farm stores. Get the fresh fruits and veggies



YouTube: Companion Banner

**WA-SNAP-WIC-
05_YT_300x60**

HEADLINE: Shop Local

CTA: See how



Streaming Audio



Streaming Audio: Companion Banner

**WA-SNAP-WIC-
11_Banner_350x200**



Spotify: Campaign Logo

WA-SNAP-WIC-12_SpotifyLogo_640x640

TOS

HEAD: Get up to \$90 to use at farmers markets

COPY: Use your WIC QR Code at the farmers market and farm stores

POST COPY

If you're enrolled with WIC, you and your kids can each get an extra \$30 benefit through the the WIC Farmers Market Nutrition Program (FMNP). Get up to \$90 to spend on fresh fruits, vegetables, and cut herbs at local farmers markets. Find details



Billboard



BILLBOARD (Pole Banner)

WA-SNAP-WIC-13_Pole_Banner

HEADLINE: Use your WIC QR code at farmers markets

SUBHEAD: Get up to \$90 to spend on seasonal produce

CTA: WICFMNP.com



Instagram



Instagram: Reel (:30 Seconds)

WA-SNAP-WIC-01-3

POST COPY: If you're enrolled with WIC, you and your kids can each get an extra \$30 benefit through the WIC Farmers Market Nutrition Program (FMNP). Just use your WIC QR code at participating farmers markets when you shop for your favorite fruits and veggies. Learn more at the link in bio.



Instagram: Reel (:15 Seconds)

WA-SNAP-WIC-02-3

POST COPY: The WIC Farmers Market Nutrition Program gives you and your kids an extra \$30 per person (up to \$90 total) to spend at participating farmers markets and farm stores. Just use your WIC QR code to shop. Get more info at the link in bio.



Play video [here](#)

Instagram: Carousel (images)

WA-SNAP-WIC-14-
1_IG_Carousel_1080x19
20

WA-SNAP-WIC-14-
2_IG_Carousel_1080x19
20

POST COPY: Your WIC benefits include an extra \$30 per person (up to \$90) to use at participating farmers markets and farm stores. All you need to do is shop with



Get an extra
\$28
per person

to spend at
farmers markets
with **WIC**



Use your **WIC QR code**
for seasonal produce



Instagram: Carousel (image)

**WA-SNAP-WIC-
17_IG_Carousel_1080x1
920_stage1**

**WA-SNAP-WIC-
17_IG_Carousel_1080x1
920_stage2**

POST COPY: The WIC Farmers Market Nutrition Program gives you an extra \$30/person to use at participating farmers markets and farm stores.

Your WIC benefits work at farmers markets too

Get up to \$84 extra to spend on seasonal produce

→
Desliza para español



The image shows a family of three (a pregnant woman, a man, and a child) standing in a farmers market. They are surrounded by various fresh produce like carrots, tomatoes, and leafy greens. The background is a dark blue with faint outlines of market stalls. The text is in white and yellow, providing information about the WIC program's benefits at farmers markets.

Sus beneficios de WIC también funcionan en mercados agrícolas

Obtenga hasta \$84 adicionales para comprar viveres de temporada



The image shows a family of three (a pregnant woman, a man, and a child) standing in a farmers market. They are surrounded by various fresh produce like carrots, tomatoes, and leafy greens. The background is a dark blue with faint outlines of market stalls. The text is in white and yellow, providing information about the WIC program's benefits at farmers markets.

Instagram: Image

**WA-SNAP-WIC-
18_IG_FB_1080x1080**

POST COPY: Your WIC benefits work at farmers markets too! Get an additional \$30/person as part of the Farmers Market Nutrition Program. See details and recipes at link in bio.



Instagram: Image

**WA-SNAP-WIC-
20_IG_FB_1080x1080**

POST COPY: You can use your monthly fruit and vegetable benefits at farmers markets with your WIC QR Code. Find a participating farmers market near you at link in bio.



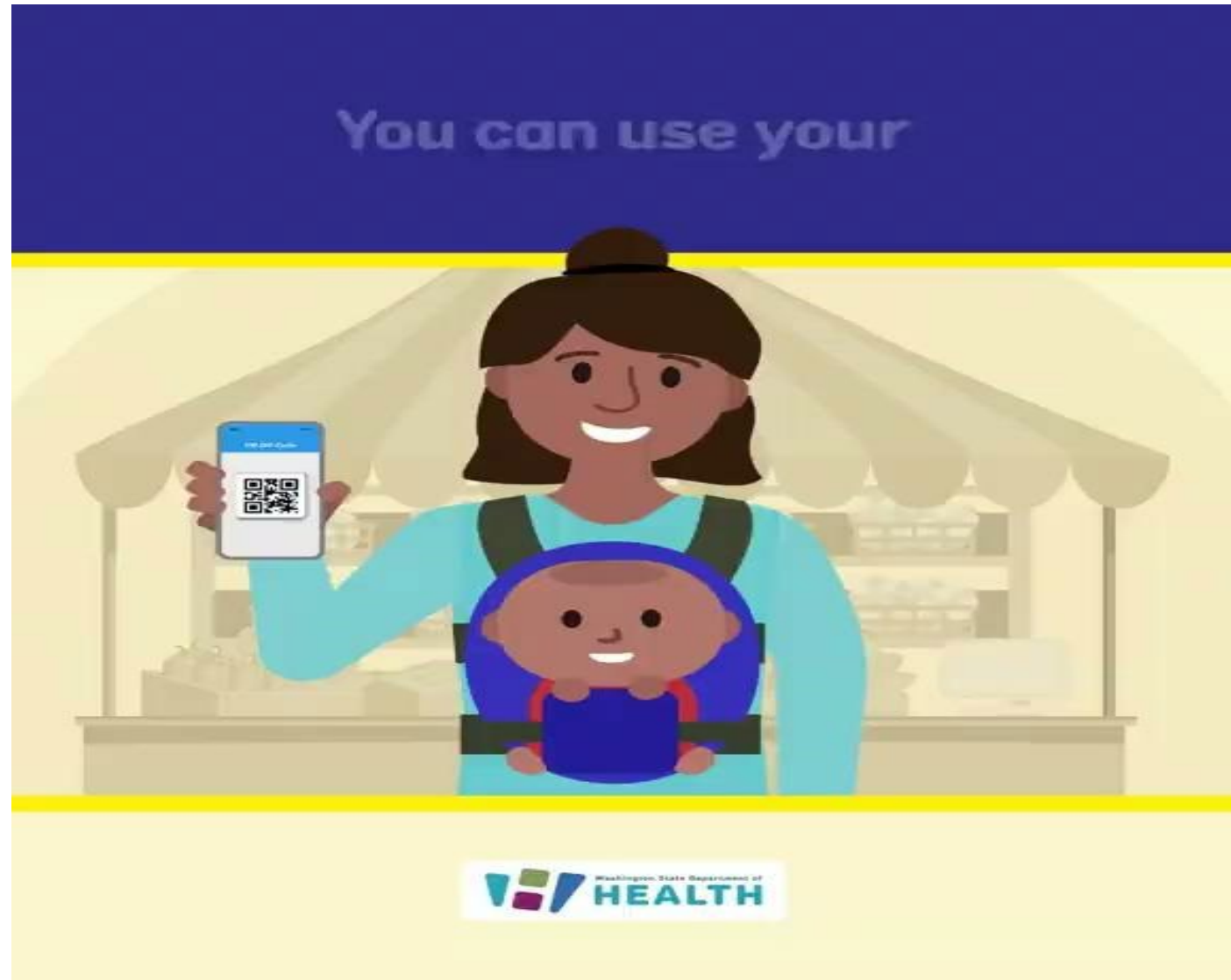
Instagram: Web Click (video or

GIF)
**WA-SNAP-WIC-
31_1080x1350**

AD COPY: Your WIC benefits include up to \$90 for your family to use at participating farmers markets.

HEADLINE: Fresh Fruits and Veggies

DESCRIPTION: WIC



Facebook



Facebook: Video (:30 Seconds)

WA-SNAP-WIC-01-2

POST COPY: If you're enrolled with WIC, you and your kids can each get an extra \$30 benefit through the WIC Farmers Market Nutrition Program. Just use your WIC QR code at participating farmers markets when you shop for your favorite fruits and veggies. Learn more at WICFMNP.com.



Facebook: Video (:15 Seconds)

WA-SNAP-WIC-02-2

POST COPY: The WIC Farmers Market Nutrition Program gives you and your kids an extra \$30 per person (up to \$90 total) to spend at participating farmers markets and farm stores. Just use your WIC QR code to shop. Get more info at WICFMNP.com



Facebook: Web Click (image)

WA-SNAP-WIC-15-1_IG_Carousel_1080x1920

WA-SNAP-WIC-15-2_IG_Carousel_1080x1920

AD COPY: If you're enrolled with WIC, your family gets an extra benefit to use at farmers markets.

HEADLINE: WIC at Farmers Markets



Facebook: Web Click (image)

**WA-SNAP-WIC-
20_IG_FB_1080x1080**

AD COPY: Your WIC benefits include an extra \$30/person to use for the fruits and veggies your family loves.

HEADLINE: WIC Benefits for Produce

DESCRIPTION: Get the



**Farmers markets
are open to
WIC participants**



Buy seasonal
produce with your
WIC benefits



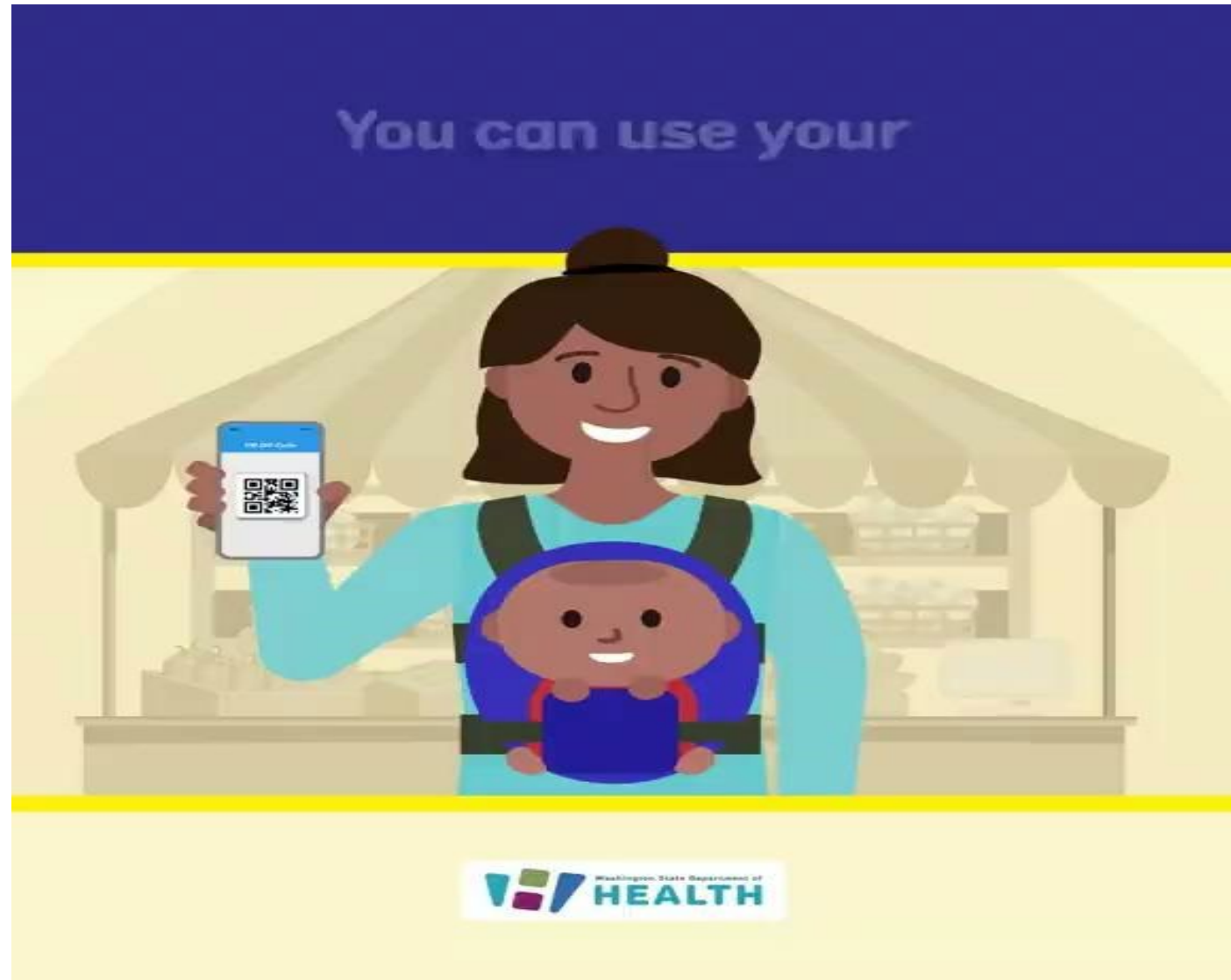
Facebook: Web Click (video or GIF)

WA-SNAP-WIC-
31_1080x1350

AD COPY: Your WIC benefits include up to \$90 for your family to use at participating farmers markets.

HEADLINE: Fresh Fruits and Veggies

DESCRIPTION: WIC



Web Banners



Static Web Banner

**WA-SNAP-WIC-
29_160_600**



Your family
can get up to

\$84

to use at
farmers markets



Use the
WIC
QR code

[Learn more](#)



Static Web Banner

**WA-SNAP-WIC-
29_300x50**



Static Web Banner

**WA-SNAP-WIC-
29_300x250**



The banner features a dark blue background with a yellow curved border at the bottom. On the left, a hand holds a white smartphone displaying a QR code. To the right, white text reads "Your family can get up to \$84 to use at farmers markets". Below the QR code, a yellow box contains the text "Use the WIC QR code". At the bottom left, a green button says "Learn more". At the bottom right is the logo for the Washington State Department of Health, which includes a stylized 'H' made of colored squares and the text "Washington State Department of HEALTH".

Use the WIC QR code

Your family can get up to
\$84
to use at farmers markets

[Learn more](#)

Washington State Department of
HEALTH

Reddit



Reddit: Thumbnail

**WA-SNAP-WIC-33-
1_Thumbnail_400x300.
png**



Flyers



Onesheet

**WA-SNAP-WIC-
07_Poster_11x17**



Get money
for seasonal produce

with the **WIC Farmers Market Nutrition Program**

WIC participants can get an extra \$28 to spend at local farmers markets for each member enrolled—up to \$84 dollars.

Just use your WIC QR code to buy fresh fruits and vegetables from farmers markets.

HEALTH

Learn more at WICFMRP.com

The poster features a central illustration of a woman with her hair in a bun holding a young child. They are standing at a farmers market stall filled with fresh produce, including carrots, tomatoes, and leafy greens. The background shows a market stall with a striped awning. The text is arranged in a clear hierarchy, with the main headline at the top, followed by the program name, and then the key benefits and instructions. A QR code on a smartphone is shown to illustrate how to use the program. The logo for the Department of Social & Health Services is at the bottom left, and a call to action is at the bottom right.



WA SNAP-Ed Senior eFMNP Assets

February 16, 2024



Instagram



Instagram: Reel (:30 Seconds)

WA-SNAP-SENIORS-01

POST COPY: Use your SFMNP card to get an \$80 benefit at participating farmers markets. Just scan your card to buy and confirm with your PIN. Learn more and find participating markets at the link in bio.

Instagram: Reel (:15 Seconds)

WA-SNAP-SENIORS-02

POST COPY: Buy your favorite seasonal fruits and vegetables with the SFMNP program. Just bring your SFMNP card when you shop at participating farmers markets. Scan the card to make a purchase and confirm with your PIN. Learn more and find participating markets at the link in bio.

Instagram: Carousel (images)

WA-SNAP-SENIORS-14

POST COPY: The Senior Farmers Market Nutrition Program gives you \$80 to use at participating farmers markets. Just bring your SFMNP card when you shop, get it scanned to make a purchase, and then confirm with your PIN. Find participating markets at link in bio.



You can get
an \$80
benefit card
to spend at local
farmers markets



Use it to buy
your favorite foods
at participating markets

Learn more at SeniorFMNP.com



Instagram: Carousel (images)

WA-SNAP-SENIORS-15

POST COPY: Don't forget to use your \$80 benefit this season! You can buy fresh fruits and vegetables at local farmers markets with your SFMNP card. Just get it scanned and then confirm the purchase with your PIN. Learn more at link in bio.



Instagram: Image

WA-SNAP-SENIORS-18

POST COPY: The new SFMNP card gives you \$80 to spend at farmers markets. Just bring your card with you when you shop, and use it to buy your favorite seasonal produce. Find a farmers market near you at link in bio.



Instagram: Image

WA-SNAP-SENIOR-19

POST COPY: You can use your \$80 benefit card for local fruits and vegetables all season long. Just bring your card to participating farmers markets, have the grower scan it, and use your PIN to confirm the purchase. Learn more at link in bio.

Your new SFMNP card gives you \$80

to use at participating farmers markets



Instagram/Facebook: Video/GIF

WA-SNAP-SENIORS-27

AD COPY: Enjoy your favorite fruits and vegetables with your SFMNP benefit: \$80 to use at local markets.

HEADLINE: Money for Fresh Produce

DESCRIPTION: SFMNP \$80 benefit

Facebook



Facebook: Video (:15 Seconds)

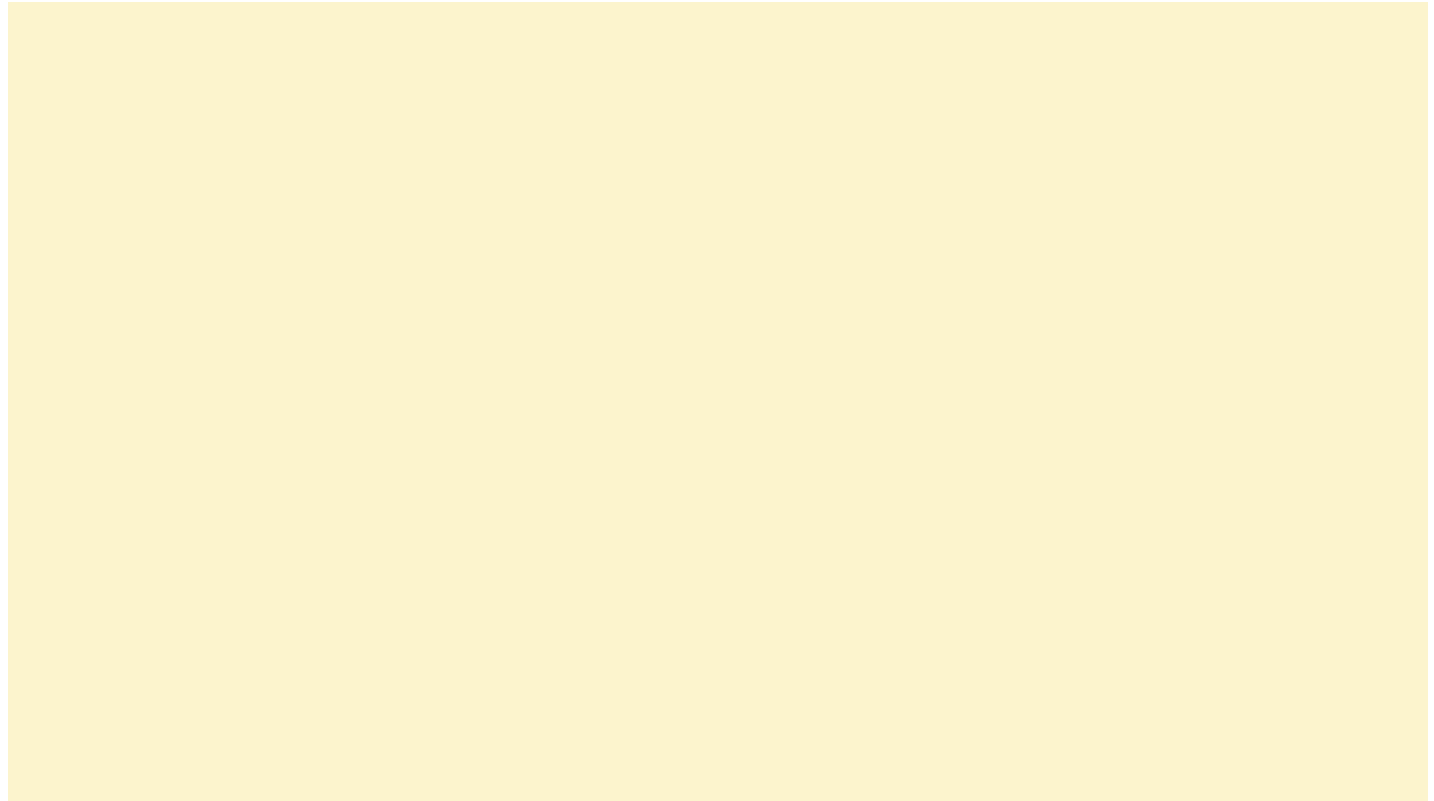
WA-SNAP-SENIORS-01

POST COPY: Use your SFMNP card to get an \$80 benefit at participating farmers markets. Just scan your card to buy and confirm with your PIN. Learn more and find participating markets at SeniorFMNP.com.

Facebook: Video (:30 Seconds)

WA-SNAP-SENIORS-01-2

POST COPY: Use your SFMNP card to get an \$80 benefit at participating farmers markets. Just scan your card to buy and confirm with your PIN. Learn more and find participating markets at SeniorFMNP.com.



View video [here](#)

Facebook: Web Click (image)

**WA-SNAP-WIC-15-
1_IG_Carousel_1080x19
20**

AD COPY: Get \$80 towards fresh fruits and vegetables at local farmers markets with your SFMNP card.

HEADLINE: Find a Farmers Market

DESCRIPTION: Get fresh produce



**Facebook: Web
Click (image)**

WA-SNAP-SENIORS-18

AD COPY: Get money for your favorite foods with the Senior Farmers Market Nutrition Program

HEADLINE: Use Your \$80 Benefit Card

DESCRIPTION: Get local produce



Get \$80
to use at participating
farmers markets

Pay with your new SFMNP card

Enjoy fresh, seasonal produce

The advertisement features a man with white hair and a mustache, wearing a light blue shirt. To his right is a Washington SFMNP benefit card with a card number 5077 5012 2456 7890. Next to the card is a smartphone displaying a QR code. Below these items is a circular graphic containing fresh produce: a red tomato, a yellow onion, a bunch of green leafy vegetables, and a carrot. The background is a light yellow with a blue scalloped border at the top and a green grassy area at the bottom.

Flyers



Onesheet

WA-SNAP-SENIORS-07

DESCRIPTION: Poster to be placed in frequented local business environments such as:

- Convenience stores
- Liquor stores
- Laundromats
- Check cashing stores
- Thrift stores



Get \$80
to spend at participating
farmers markets

from the **Senior Farmers Market
Nutrition Program**



Bring your new **SFMRP card** when you shop.

Have the grower scan it when you make a purchase, and then enter your PIN.

Enjoy your favorite fresh foods all season long!



 **HEALTH**

SeniorFMNP.com



WA SNAP-Ed Market Match eFMNP Assets

February 20, 2024



Instagram / Facebook



Instagram/Facebook: 30s Video

WA-SNAP-MM-01

AD COPY: Make the Most of Your SNAP Dollars at Farmers Markets With the Market Match Program

HEADLINE: Market Match = More Food

DESCRIPTION:
#SNAPMarketMatchWA



View video [here](#)

Instagram/Facebook: 15s Video

WA-SNAP-MM-02

AD COPY: Make the Most of Your SNAP Dollars at Farmers Markets With the Market Match Program

HEADLINE: Grow Your Food Budget

DESCRIPTION:
#SNAPMarketMatchWA

Instagram/FB: Profile and Image

WA-SNAP-MM-09

Insta POST COPY: SNAP shoppers, buy more of the fruits and veggies you love. Feed your family more healthy snacks and meals with Market Match. Get up to \$25 matched per day!

FB POST COPY: SNAP shoppers, buy more of the fruits and veggies you love with Market Match. Get up to \$25 matched per day!



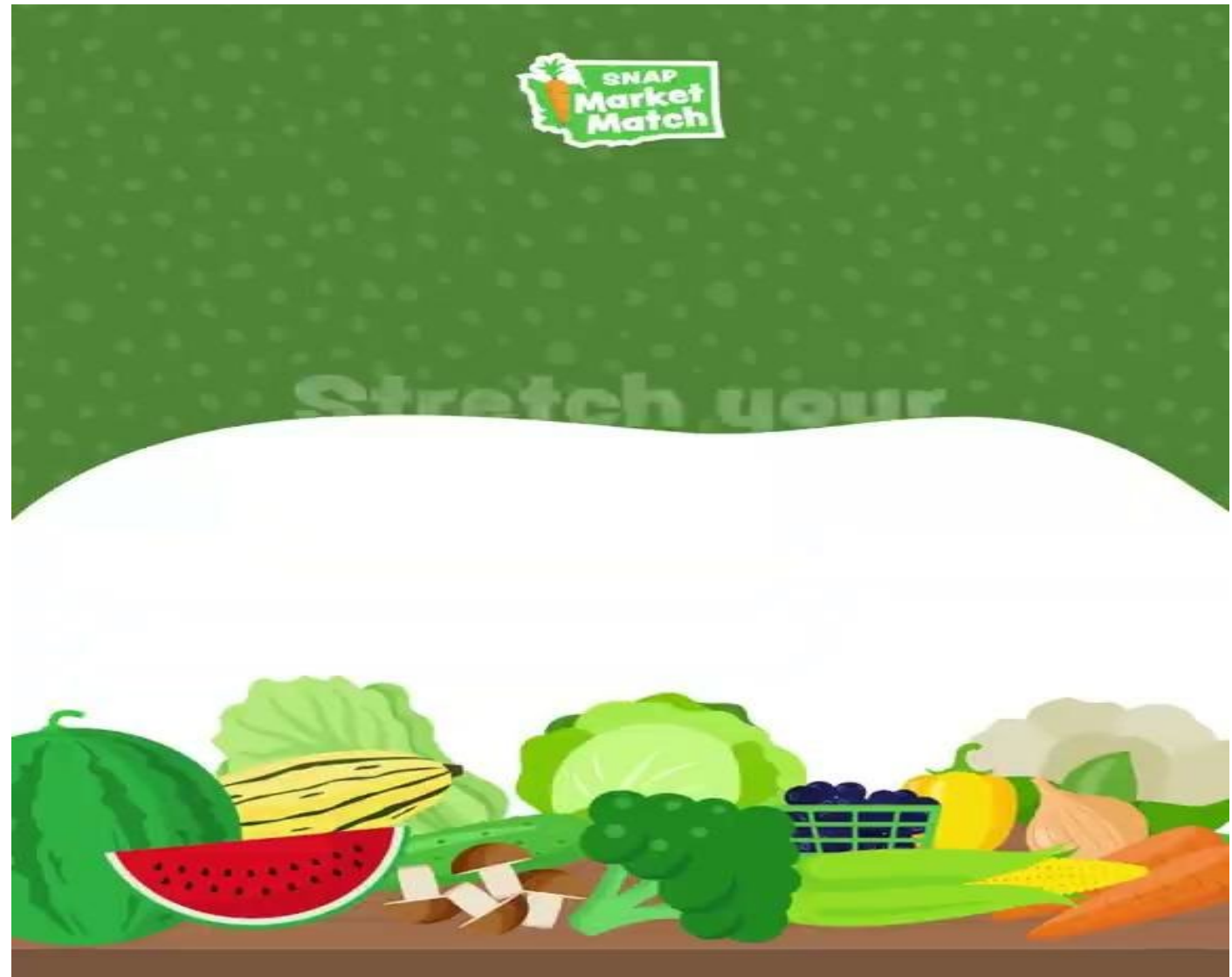
Instagram/FB: Video/GIF

WA-SNAP-MM-12

AD COPY: SNAP shoppers, buy more fresh produce with Market Match. Get up to \$25 matched per day!

HEADLINE: Buy Fruits and Veggies

DESCRIPTION:
#SNAPMarketMatchWA



Instagram/FB: Image

WA-SNAP-MM-13

AD COPY: Stretch your SNAP/EBT dollars at over 100 participating farmers markets across the state.

HEADLINE: Get More at the Market

DESCRIPTION:
#SNAPMarketMatchWA



Instagram/FB: Image (Spanish)

WA-SNAP-MM-18

AD COPY: Aproveche sus dólares SNAP/EBT en más de 100 mercados agrícolas participantes en todo el estado.

HEADLINE: Compre más en el mercado

DESCRIPTION:
#SNAPMarketMatchWA



The graphic is a promotional poster for SNAP Market Match. It features a green background with a white cloud-like shape in the center. Inside the cloud, the text reads "Reciba hasta \$25 en mercados agrícolas". Below the text is an illustration of a brown paper grocery bag overflowing with fresh produce, including carrots, leafy greens, a yellow bell pepper, a red tomato, a head of lettuce, a pear, and an onion. In the top right corner, there is a logo for "SNAP Market Match" featuring a carrot and the text "SNAP Market Match". At the bottom of the graphic, the text reads "Vaya, Deslice, Reciba y Compre para aprovechar sus dólares de SNAP/EBT".

**Reciba hasta \$25
en mercados agrícolas**

Vaya, Deslice, Reciba y Compre para
aprovechar sus dólares de SNAP/EBT

Instagram/FB: Carousel

WA-SNAP-MM-15

HEADLINE IMAGE 1:
Stretch Your Dollars

HEADLINE IMAGE 2: WA
Farmers Markets

HEADLINE IMAGE 3:
Extra Money for Food

HEADLINE IMAGE 4: Buy
Fruits and Veggies



Instagram/FB: Carousel (Spanish)

WA-SNAP-MM-20

HEADLINE IMAGE 1: Su dinero llega más lejos

HEADLINE IMAGE 2: Mercados agrícolas en WA

HEADLINE IMAGE 3: Más dinero para la comida

HEADLINE IMAGE 4: Compre frutas y verduras



Instagram: Carousel (English & Spanish)

WA-SNAP-MM-35

POST COPY: Get up to \$25 at farmers markets. Stretch your SNAP/EBT dollars at over 100 participating farmers markets in Washington. Use those extra funds to buy fresh fruits, veggies, herbs, and seeds.



Instagram: Carousel (English & Spanish)

WA-SNAP-MM-37

POST COPY: With SNAP Market Match, you can buy more of the fresh fruits and veggies you love. Get up to \$25 per day to spend at over 100 Washington farmers markets.



Flyers



Onesheet

WA-SNAP-MM-05

DESCRIPTION: Poster to be placed in frequented local business environments such as:

- Convenience stores
- Liquor stores
- Laundromats
- Check cashing stores
- Thrift stores



You can use SNAP at farmers markets

Stretch your SNAP/EBT dollars at over 100 participating farmers markets across the state.

- 1 Go** to the farmers market information booth
- 2 Swipe** your EBT card for the amount you want to spend at the market
- 3 Match** your EBT dollars with SNAP Market Match (up to \$25 per day)
- 4 Shop** for fresh fruits and vegetables

SNAP Market Match Scan to see how it works



The poster features a woman in a yellow shirt holding a paper bag full of fresh produce like tomatoes, leafy greens, and bananas. The background is green with a white speech bubble containing the main message. The bottom section is orange and contains a QR code and the SNAP Market Match logo.

Onesheet

WA-SNAP-MM-05

DESCRIPTION: Poster to be placed in frequented local business environments such as:

- Convenience stores
- Liquor stores
- Laundromats
- Check cashing stores
- Thrift stores

Puede usar SNAP en mercados agrícolas

Maximice sus dólares de SNAP/EBT en más de 100 mercados agrícolas participantes en todo el estado.

- 1 Vaya** al puesto de información del mercado agrícola
- 2 Deslice** su tarjeta EBT por la cantidad que quiera gastar en el mercado
- 3 Reciba** un dólar por cada dólar de su EBT con SNAP Market Match (hasta \$25 al día)
- 4 Compre** frutas y verduras frescas
















SNAP Market Match

Escanee para ver cómo funciona



THANK YOU

Type ▾ People ▾ Modified ▾

Name ↑	Owner	Last modified ▾	File size	⋮
 Senior ...	 jduitch@rescueagency.c...	Oct 3, 2023 jduitch@rescue...	—	⋮
 Senior ...	 dina@rescueagency.com	Aug 17, 2023	—	⋮
 SNAP ...	 jduitch@rescueagency.c...	Oct 3, 2023 jduitch@rescue...	—	⋮
 SNAP ...	 dina@rescueagency.com	Aug 17, 2023	—	⋮
 WIC Cr...	 jduitch@rescueagency.c...	Oct 3, 2023 jduitch@rescue...	—	⋮
 WIC F...	 dina@rescueagency.com	Aug 17, 2023	—	⋮
 Ab... 	 dina@rescueagency.com	Aug 21, 2023	2.4 MB	⋮

SNAP Market Match/Promotional Materials/Rescue Agency

GROWER TRAINING VIDEOS

For more info, email

FMNPTeam@DOH.WA.GOV



Washington SNAP-Ed is funded by the USDA. This institution is an equal opportunity provider.

00:00

Grower Training Videos 3 Videos

- 1 How to process an electronic payment for WIC or Senior FMNP 1:50
- 2 How to register and finish the processing agreement on the WIC Vendor Portal 1:50
- 3 How to take payments at a farmers market and a farm store 2:04

Así es como puede procesar un pago electrónico del Programa de Nutrición



01:47

Videos de capacitación para agricultores 3 Videos

- 1 Cómo procesar un pago electrónico para WIC o Senior FMNP 1:50
- 2 Cómo registrarse y finalizar el acuerdo de procesamiento en el portal de proveedores de WIC 1:50
- 3 Cómo puede aceptar pagos en un mercado o tienda agrícola 2:04

Interested in SNAP-Ed at Your Farmers Market?

- Reach out to:
 - Your WSFMA Regional Lead
 - Contact info on [WSFMA Webpage](#)
 - Your local SNAP-Ed Program
 - Contact info on [SNAP-Ed Providers Webpage](#)
 - Tara McGinty, SNAP-Ed Program Coordinator at DSHS
 - Tara.mcginty@dshs.wa.gov



USDA Team Nutrition Photo Collection

Transforming
Lives

Connect with your SNAP-Ed Partners!

Washington SNAP-Ed Contact Map

Search by Local Coordinator: (All)

Statewide Contacts:

- SNAP-Ed Retail Access Coordinator**
Allie Moore
allison.moore2@wsu.edu
- SNAP-Ed Latino Outreach Coordinator**
Mariah Brown-Pounds
mariah.brown-pounds@wsu.edu
- Northeast WA Education District 101**
Kendra Dean & Mindy Wallis
kdean@esd101.net
mwallis@esd101.net
- Second Harvest**
Carolyn Negley
carolyn.negley@2-harvest.org
- WA Department of Agriculture**
Jeff Mathias
jeff.mathias@agr.wa.gov
- WA Farmers Market Association (WSFMA)**
Colleen Donovan
foodaccess@wafarmersmarkets.org
- DSHS**
Chris Mornik & Tara McGinty
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tara.mcginty@dshs.wa.gov
- CTW**
Jen Moss
snap-ed.ctw@wsu.edu
- DOH IA**
Morgan Hartline
snap-ed@doh.wa.gov
- WIC IA**

Color Legend: ■ DOH & WSU Extention ■ DOH Only

© 2024 Mapbox © OpenStreetMap

This map will be updated on a quarterly basis. To update contact information, please email: snapedevaluation@doh.wa.gov
Updated January 2024

[Workbook: SNAP-Ed Contact Map \(wa.gov\)](https://www.wa.gov/workbooks/snap-ed-contact-map)

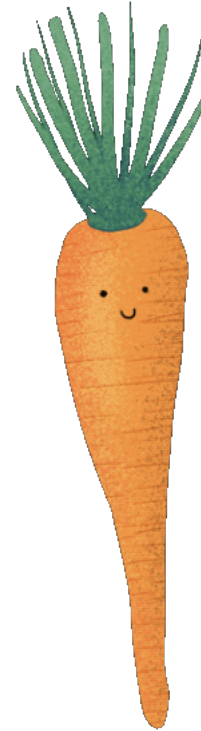
WSFMA Regional Leads: <https://wafarmersmarkets.org/food-access-2/regional-leads-2/>

SMM Outreach & Promotion

**DOH has created a TON of
SNAP Market Match
Materials for use!**

SMM Google Drive Folders:

https://drive.google.com/drive/folders/1g2uOIH477dgiONaH_MgWO_n10MrhgWyd



**FOOD
ACCESS
FOR
ALL**

Turn and Share

What is your primary avenue for sharing information about your market & why?

(If social media, which platform do you use most?)

Thank you!

Tara McGinty, CHES
Tara.mcginity@dshs.wa.gov